



# Recycling News



★ Spring 2006 ★

Bureau of Waste and Materials Management

## Recycling For a Healthy Economy

*Cynthia Moore, Recycling Program Coordinator, DNR*

We all know that waste reduction, reuse and recycling are good for the environment. These actions conserve natural resources and contribute to improvements in global climate by reducing greenhouse gas emissions. What people may not be aware of are the connections between recycling and the economy. Recycled materials provide crucial feedstocks to a variety of industries in Wisconsin and in the global economy. The value of these materials - in particular steel, plastic and paper - is increasing due to strong demand from developing countries. The DNR is compiling a series of recycling business profiles that will demonstrate the range of recycling businesses now operating in Wisconsin. Watch for this series in the months ahead!

In July 2003, the DNR published the "Status of Recycling Update 2003" in which we confirmed that "Recycling Works" in Wisconsin. Using data from a variety of sources, we calculated a statewide diversion rate of 40.4%, and recycling rates of over 50% for all but two of the recyclable materials banned from Wisconsin landfills. Since the issuance of that report, we have seen residential recycling increase for two years straight — not a claim heard from many other states. Local governments and nonprofit and citizen organizations continue to exhibit leadership by initiating new efforts to increase

recycling at home and at "away from home" locations such as special events, multi-family complexes and business establishments.

With such a strong foundation, it would be easy to be satisfied with maintaining the status quo. However, accepting status quo is not what has made Wisconsin a leader. Despite our high recycling rate, we continue to landfill many highly recyclable materials at a net loss to our economy. The greatest opportunity for increased recovery in Wisconsin is in residential and business paper, used electronics, construction and demolition debris, and food and other organic materials.

What strategies would encourage continual improvements in recycling programs to ensure the greatest possible recovery of valuable materials currently lost to landfilling? To develop ideas and answers to these questions, DNR staff held several listening sessions in May to solicit stakeholder input, reaching out in particular to local government recycling officials, waste and recycling haulers, non-profits and environmental groups and business representatives. Findings from these sessions will be made available in June on the Recycling Web page (<http://dnr.wi.gov/org/aw/wm/recycle/>). We'd like your creative ideas. (See page 10 for some questions.) We welcome your thoughts and ideas as we move to the next level of recycling in Wisconsin. ♻



## Recycling News Will Switch to Electronic Format

### 1st Electronic Issue Will be Spring 2007

*Dan Fields,  
Program and Policy Analyst, DNR*

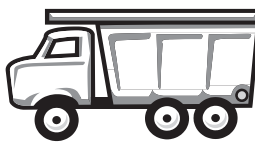
The *Recycling News* will switch to an electronic format beginning with the spring 2007 issue. The new format will allow us to expand our use of graphics and deliver a more exciting and informative product. We'll have more details in the Fall 2006 issue. ♻

## In This Issue

- ♻ Governor's Task Force Update .. p. 2
- ♻ What is a Compliance Assurance Plan (CAP)? ..... p. 4
- ♻ Apartment Challenges ..... p. 6
- ♻ New Recycling Publications ..... p. 8
- ♻ New DNR Video/DVD ..... p. 9
- ♻ Recycling Away-From-Home .. p. 10



# Waste Haulers Must Notify Clients About Recycling Requirements



*Cynthia Moore, Recycling Program Coordinator, DNR*

Effective July 1, 2005, licensed waste haulers who collect and transport municipal solid waste and recyclable materials are required to notify their clients of the need to comply with state and local recycling laws. The requirement is intended to ensure that all waste generators and haulers are aware that Wisconsin's recycling laws apply equally to all residents and non-residential facilities in Wisconsin, including those whose waste and recyclables are hauled out of the state. Recycling supports jobs and economic growth in Wisconsin. When recyclable materials are disposed of in landfills, industries in Wisconsin and the Upper Midwest lose valuable resources. The DNR is committed to minimizing wastes and increasing the recovery of resources to grow Wisconsin's economy.

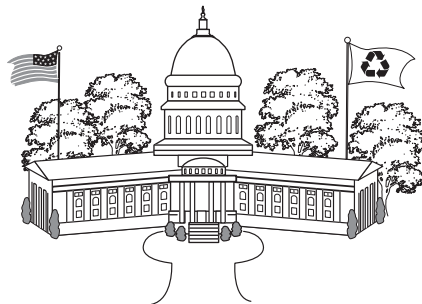
The type and frequency of required notification to clients depends on the type of waste and the length of contract, although at a minimum, all long term clients (over 45 days) must be notified at least once a year. All notification to clients, whether verbal or written, must be sufficiently documented to demonstrate having met the minimum requirements in case of DNR follow-up. DNR may take appropriate measures to ensure compliance consistent with the stepped enforcement process defined in the Department's Environmental Enforcement Handbook. For example, after finding a substantial amount of recyclables contained in a garbage load during a recent landfill inspection, DNR staff followed up by sending a notice of noncompliance (NON) with the hauler notification provisions in s. NR 502.06(4)(eg), Wisconsin

## Administrative Code

Responsible units are encouraged to either monitor compliance with these provisions themselves, or to participate with DNR staff in case of a compliance issue.

For more information on the requirements, see Department of Natural Resources publication "Notification of Recycling Requirements for Waste Haulers under s. NR 502.06,

Wis. Adm. Code" DNR Publication WA- 425-05 at [www.dnr.wi.gov/org/aw/wm/publications/recycle/wa-425-05rev.pdf](http://www.dnr.wi.gov/org/aw/wm/publications/recycle/wa-425-05rev.pdf) or contact your local DNR recycling specialist [http://dnr.wi.gov/org/aw/wm/contacts/recycle.htm#regions\\_counties](http://dnr.wi.gov/org/aw/wm/contacts/recycle.htm#regions_counties). ♻️



## Governor's Task Force Update

*Brad Wolbert, Hydro geologist, DNR*

The Governor's Task Force on Waste Materials Recovery and Disposal has held 8 meetings since August of 2005. Governor Doyle announced the formation of the group on Earth Day last year, and charged it with developing recommendations on a wide array of recycling, resource recovery and waste management topics by the end of 2006. The task force is chaired by Arthur "Tony" Vogel, an attorney with the Quarles & Brady law firm in Milwaukee, and is

composed of 20 members from around the state representing municipal governments, manufacturing, environmental and public interest groups, the waste management and recycling industries, utilities, home builders and the University of Wisconsin.

In its meetings to date, the task force has heard from a variety of experts on such issues as electronic scrap, landfill organic stability, product stewardship, DNR grant programs, agricultural plastics, paper recovery and open burning. In addition, two task force meetings included public comment sessions, where concerns were expressed about landfill siting and out-of-state waste, among other issues. As noted by Vogel, "some central themes have emerged from our discussions, including viewing waste as a resource, identifying the social and environmental costs of various waste management options and achieving meaningful waste reduction."

Vogel also acknowledged the challenge of developing recommendations that achieve a balance between practicality and creativity within a limited timeframe. "These are complex issues with many implications. We intend to develop a solid set of recommendations for the Governor, but we are realistic enough to know that we can't solve problems of global significance in this exercise," said Vogel. "We want to focus on those issues where a timely recommendation or a new idea is most likely to have a positive impact."

The task force has scheduled additional meetings for June 21 (likely in Waukesha), August 2, and September 13. All task force meetings are open to the public. In addition, at least one future meeting will include an opportunity for further public comment. The task force's website, [www.wasteresources.wi.gov/](http://www.wasteresources.wi.gov/) provides meeting minutes and links to past presentations. ♻️



## DNR Updates Spring 2006

Cynthia Moore,  
Recycling Program Coordinator, DNR

### DNR Annual Reports

All recycling reports are headed toward on-line reporting. Using the on-line report eliminates time consuming data entry, minimizes the potential for data entry errors, saves those who prepare reports considerable time and enables DNR staff to process the data more quickly. ***It is important to keep email addresses current.*** As we move towards more reliance on electronic communication, it is important that we have correct e-mail addresses for responsible units (RUs) and material recovery facilities (MRFs). Please confirm that the correct e-mail address is entered on DNR report forms, and notify your regional recycling specialist during the year if your e-mail changes.

The **2005 Recycling Annual Report** notice was sent to all RUs on March 17. Reports were due to DNR by April 30. If you have not submitted your report for 2005, please contact your regional recycling specialist to discuss your situation.

The **2005 Materials Recovery Facility Annual Self-Certification Renewal** form, required annually from all MRFs that serve as part of a responsible unit's recycling program, were sent to all DNR self-certified MRFs in January 2006. The deadline for submittal was March 30; if you have not submitted your report for 2005, please contact your regional recycling specialist to discuss your situation.

### Revisions to Recycling Rules

The revisions to administrative rules related to recycling became effective July 1, 2005. The revisions eliminate obsolete references in the code, and clarify the original intent and scope of the recycling rules.

The department has developed technical guidance to assist RUs and

solid waste service providers and facilities in meeting new requirements or conditions adopted under the rule revisions. The following guidance documents are available at: <http://dnr.wi.gov/org/aw/wm/publications/#recycling>. You will need to scroll down to the section "Recycling Program Guidance".

- \* *Notification of Recycling Requirements for Waste Haulers* (WA 425-05)
- \* *Revisions to Rules Related to Recycling NR 500 and 502* (WA 426-05)
- \* *Developing a Compliance Assurance Plan* (WA 427-05)
- \* *Materials Recovery Facility Self-Certification Requirements NR 544.16* (WA 429-05)

Highlights of the revisions are listed below, followed by a more in-depth review of the Compliance Assurance Plan (CAP) and "hauler notification" requirements on Page 4.

#### Clarify Scope of Recycling Requirements;

- \* Require RUs to complete a Compliance Assurance Plan (CAP) by August 1, 2006;
- \* Eliminate DNR approval requirement for RUs switching to a single stream collection;
- \* Require C&T licensed solid waste service providers to notify their clients of recycling requirements under state and local law ("Hauler Notification");
- \* Require solid waste facilities related to recycling to be operated and maintained in an environmentally sound manner and not cause nuisance conditions; and
- \* Eliminate the exemption for waste tire processing facilities from solid waste processing requirements. ♻

*Recycling News Editor:*

Dan Fields, 608/266-5334  
Department of Natural Resources,  
CE/6, P.O. Box 7921,  
Madison, WI 53707-7921

*The Wisconsin Department of Natural Resources provides equal opportunity in its employment, programs, services, and functions under an Affirmative Action Plan. If you have any questions, please write to Equal Opportunity Office, Department of Interior, Washington, D.C. 20240.*

*This publication is available in alternative format (large print, Braille, audiotape etc.) upon request. Please call 608/266-2111 for more information.*

*Articles and descriptions of programs/activities by non-DNR staff included in this newsletter are for informational purposes only and should not be construed as DNR endorsements of other organizations' opinions or programs.*

*For further information on any information in the newsletter, contact Cynthia Moore at [Cynthia.Moore@dnr.state.wi.us](mailto:Cynthia.Moore@dnr.state.wi.us) or by phone 608-267-7550*

*Graphic Design by Linda Pohlod*





# What is a Compliance Assurance Plan (CAP)?

Cynthia Moore, Recycling Program Coordinator, DNR

A Compliance Assurance Plan (CAP) describes how local government responds to recycling problems. Each responsible unit (RU) is required to develop a CAP in partial fulfillment of the basic criteria for an effective recycling program (s. NR 544.04 (9g), Wis. Adm. Code). A CAP describes the procedures a RU will follow in order to assure compliance with local recycling regulations/ordinances. In most cases, developing a CAP will only be a matter of formalizing the steps currently taken by staff to address ordinance violations related to recycling. CAPs do NOT need to be submitted to DNR for approval; however, a RU should be prepared to show DNR staff its CAP upon request.

## Examples of Residential, Business and Hauler Compliance Issues Include:

- \* Recyclable materials mixed with trash;
- \* Trash mixed with recyclable materials; and
- \* Illegal dumping or set-out of waste.

A response plan to gain compliance should provide for a strategy of actions in which the response intensifies with each incident of non-compliance. Examples are:

- \* Educational materials to resident or business;
- \* Notification letter sent to resident or business;
- \* Business is notified by letter with a copy to the local DNR office;
- \* Resident or business receives citation for ordinance violation per penalty section of local ordinance; and
- \* Joint enforcement with DNR.

## What to Include in a CAP:

1. Introductory language to explain purpose. An example of s purpose statement:

Purpose: This policy will establish standard guidelines that will lead to compliance with *(Name of Responsible Unit)*'s recycling ordinance.

*(Name or office)* is responsible for enforcing *(Name of Responsible Unit)*'s recycling ordinance. *(Name of Responsible Unit)*'s staff and personnel shall follow the guidelines identified in this Compliance Assurance Plan in response to issues associated with recycling and solid waste. This plan is intended to meet the requirements of s. NR 544.04 (9g), Wis. Adm. Code as well as *(Name of Responsible Unit)*'s recycling ordinance.

2. Description of compliance strategies using text or matrix

An example of a compliance strategy text:

**Recycling Problem:** Property found to have no methods for recycling in place.

## Compliance Strategy:

**1<sup>st</sup> Response:** Recycling coordinator shall send a letter to property owner reminding them of the requirement to comply with local recycling ordinances. Other educational materials will also be provided as needed.

**2<sup>nd</sup> Response:** Recycling coordinator shall send a letter to property owner giving them 30 days to comply with local recycling ordinances. Copy of letter shall be sent to citation officer.

## Enforcement Response:

After 30 days have passed, the recycling coordinator shall inspect property to determine if property is in compliance with ordinance. If found to be non-compliant, citation officer shall issue the property owner a citation per code.

For additional guidance in developing a CAP, refer to DNR publication "Developing a Compliance Assurance Plan (WA 427-05)" <http://dnr.wi.gov/org/aw/wm/publications/recycle/wa-427-05.pdf>. ♻️



# Madison Switches to Automated Collection, Single Stream Processing

*George Dreckmann, Recycling Coordinator, City of Madison*

The City of Madison began automated collection of recyclables on September 12, 2005. The new program, single stream, has proven very popular with residents and has resulted in more recycling and less material going to the landfill.

Madison, which does its own collection using city vehicles and municipal employees, decided that automated collection made sense for the growing city. A detailed study conducted by an interdepartmental team concluded that Madison could increase collection efficiency, reduce worker's compensation costs and expand the recycling program by switching to automated collection. (A copy of the study can be obtained by contacting the author at [gdreckmann@cityofmadison.com](mailto:gdreckmann@cityofmadison.com).)

Madison started its change over to automated collection with recycling because most of its recycling fleet was up for replacement and because its materials recovery facility (MRF) contract was coming up for renewal. The community will automate its refuse collection system in September 2007.

The decision to automate the recycling program hinged on the availability of single stream processing. After reviewing processing proposals, Madison decided to accept a proposal from Recycling America Alliance (RAA) for single stream processing. RAA is still deciding on a Wisconsin location for a single stream MRF. Single stream material from Madison is currently shipped to a RAA facility in Chicago at no charge to the City of Madison.

As part of the new recycling system, collection frequency was reduced to every other week. The program was also expanded to include residential mixed paper, office paper and all plastic bottles. Milk and juice cartons, aseptic packaging and aluminum foil pans

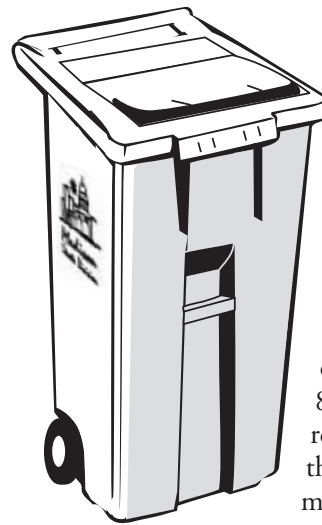
were added to the program in April.

The biggest challenge facing the city in converting to automated collection was the distribution of over 65,000 carts. The distribution plan was complicated because Madison residents were given a choice of three different cart sizes and by the fact that the city did not have a good list of all of its customers.

Madison purchased its carts from the Rehrig Pacific Company. Rehrig Pacific was contracted to handle the cart distribution. Another challenge for the distribution program was the fact that Madison decided to start the entire city on the same day rather than phase in the start of the new program. Cart distribution took eight weeks and there were several neighborhoods and condominium complexes that did not get their carts by the September 12<sup>th</sup> start up date.

Another complication was Madison's downtown, an area with a high concentration of rental housing and heavy on street parking. This made this area unsuited for fully automated collection. It was decided early on to serve these neighborhoods with semi-automated collection. The original collection plan for these areas did not work out and several collection districts were recently adjusted in hopes of reducing added collection costs in the downtown. Future plans include studying parking restrictions on collection days to allow for more fully automated collection in the central city.

Has the new program met expectations? The answer is a resounding yes. In the first 27 weeks of the new program recycling volume increased by an average of 107 tons per week (a 37% increase). The volume of material going to the landfill declined 83.4 tons per week (a 10.4% decline). This resulted in a landfill fee savings of \$65,625.19.



Madison pays RAA a tipping fee of \$48.70 per ton. The city receives 80% of the revenue from the sale of material. If

revenue exceeds the tipping fee, Madison receives money back from RAA. If the tipping fee exceeds revenue, Madison pays RAA the difference. Under the old dual stream system Madison averaged \$25.31 per ton in net revenue from 2004-05. Under the single stream system Madison is averaging \$13.16 per ton in net revenue.

The decline in net revenue is offset by reduced collection costs. Madison has reduced the number of trucks assigned to recycling by four each day. This is a 20% to 25% cut. Staff was cut by 3.5 full time positions for a net annual savings of \$130,002 in wages and benefits.

What is the bottom line on the change? If you consider the changes in recycling revenue, the position reductions and the lower landfill fees, the net gain for Madison taxpayers is \$171,206 per year or, \$2.63 per household served. This does not include any savings from reduced workers compensation or future savings from the new systems' ability to absorb the continued growth of the city.

For additional information, please contact George Dreckmann at [gdreckmann@cityofmadison.com](mailto:gdreckmann@cityofmadison.com) or 608-267-2626. ♻️

# Apartment Challenges

Matt Palmer, Recycling Coordinator, Dunn and St Croix counties

Recycling at apartments has always been a challenge for local recycling coordinators. How do you work with the ever-changing building owners, managers and tenants who share the responsibility for recycling at their buildings? In 2005, Jennifer Havens and George Hayducsko, of St. Croix and Dunn Counties, respectively, joined together to improve recycling at apartment buildings. They decided the best way to tackle this issue was to hire a Recycling Marketing Specialist, Matt Palmer, to research apartment recycling, compile a list of apartment addresses, develop a marketing strategy and, finally, implement the strategy into a working program. This was all made possible with funding from the Department of Natural Resources Recycling Efficiency Incentive (REI) Grant.

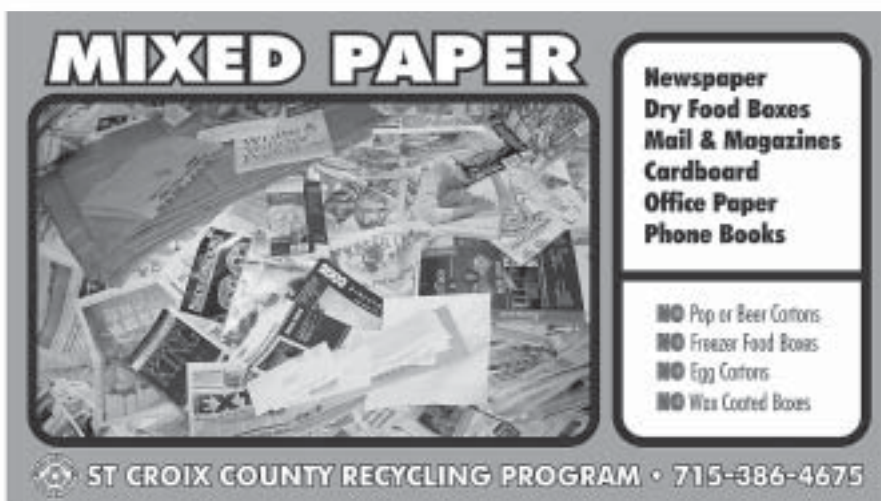
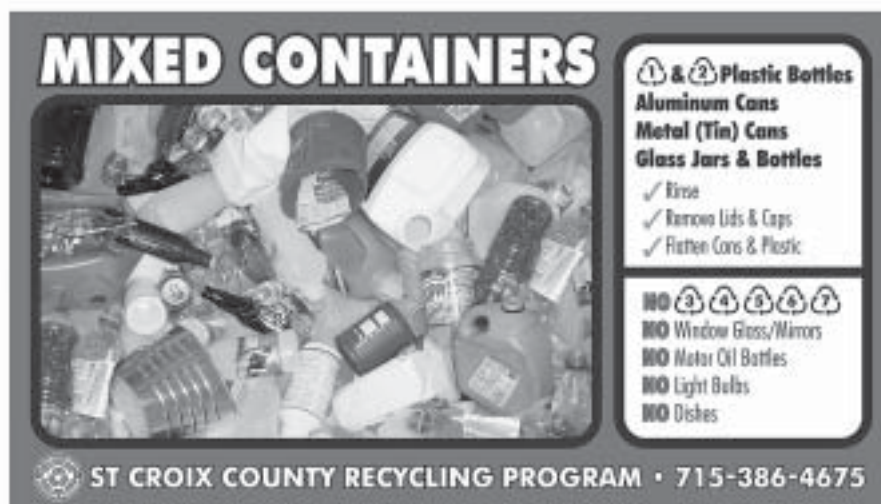
Essential to this effort was getting good apartment information (contact names, numbers, etc.), working with managers and owners, consulting with haulers and providing high quality materials to support the message. Matt spent much of his time talking to these stakeholders to develop relationships between residents, managers, owners and haulers to ensure that buildings had adequate recycling facilities and that they knew where to find them. His research showed that most buildings had recycling available and, while there were many differences between the buildings, most shared a few common problems with recycling collection. The most common issue is the lack of space in apartments and poorly sized or located bins. In places where the recycling bins were not convenient (too far away or not large enough and often overflowing) recyclables in the waste stream was much more common.

While inconvenience was a common complaint, it was also evident that education about recycling was lacking. The solution: better information and better labels for bins. "It sounds like a simple solution," says Palmer, "but we had to figure out how to present the information in the most likely way to get it across, and there was a lot to consider". An eye catching handout/door hanger titled "Treasure In The Trash" was designed to present the most essential information in an easy to read and reference format. The information on the

front side tells why, what, how and where to recycle. The back explains why it's important to keep trash out of the recycling bin and lists the unwanted items. This handout then coordinates with recycling bin labels that show a full color image of the recyclables that should be deposited. (See labels below for mixed containers and mixed recyclables.) To avoid information overload on the recycling bins, the rest of the information is limited to a bold title and a brief list of accepted and not accepted items. This straightforward

*Continued on next page.*

## Samples of the Labels Used by Dunn and St Croix Counties in Their Apartment Recycling Outreach Effort



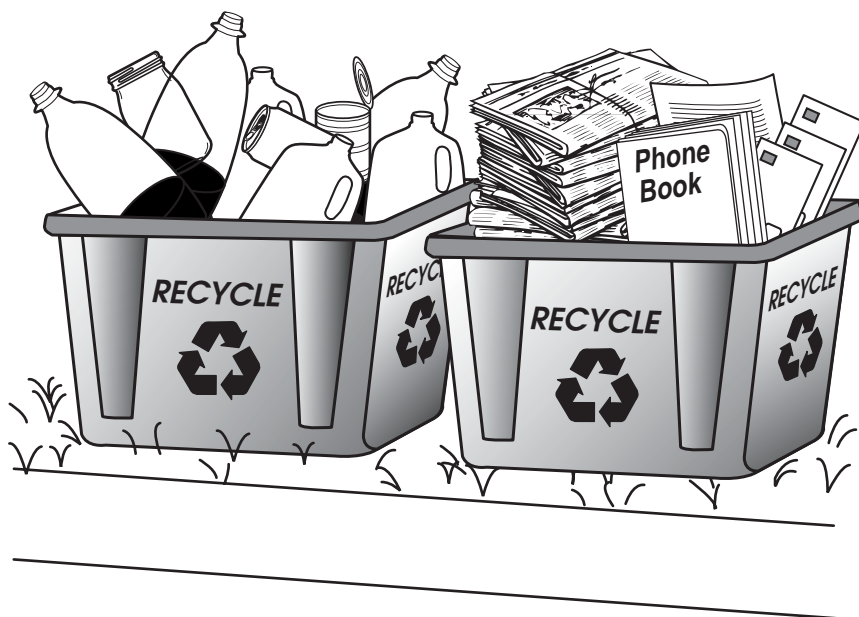


## Apartment Challenges Continued

design is less of a barrier to understanding recycling.

The counties contact information at the bottom encourages questions or comments. These items combined with site visits, newsletter articles for their publications and small posters provide a well-rounded marketing plan that lead to immediate changes in recycling at these buildings.

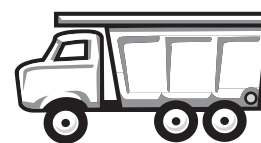
Statewide, this program is getting noticed. In 2006, Palmer began working with Pierce, Pepin and Eau Claire counties to help them create their own local programs. "We hope to see this grow beyond the western part of the state and we invite other recycling programs to check it out," says Hayducko. Program information and samples of the materials are available on these websites: [www.co.saint-croix.wi.us](http://www.co.saint-croix.wi.us) and [www.co.dunn.wi.us](http://www.co.dunn.wi.us) or contact Jennifer Havens at St Croix County at 715-386-4675 or George Hayducko at Dunn County at 715-232-4017. ♻️



## DNR Enforcement of Waste Hauler Client Notification Requirement

*Cynthia Moore, Recycling Program Coordinator, DNR*

Within the past two months, the DNR has followed up on two instances of alleged non-compliance with hauler notification requirements. Specifically, the issues involved two separate waste haulers, and included landfilling of banned recyclables, found during a routine landfill inspection, failure of the waste haulers to notify their clients of recycling requirements under state and local laws, and in one case, incorrectly telling their potential clients that the recycling law had been rescinded. In both instances, the DNR followed up with the waste hauler to remind them of the law and conditions of their collection and transportation (C&T) license, and directed them to document the steps they have taken to ensure all new and existing clients are accurately informed of recycling requirements.



Recycling is in the best interest of the state and recycling of banned recyclables is required of all residents and at all facilities in Wisconsin. We will continue to keep you informed of DNR or RU enforcement actions, as well as provide examples of what waste haulers are doing to comply with the law. ♻️



## Web Site Upgrades

*Eileen Hocker, Communication Specialist, DNR*

Get ready for a new and improved look to the DNR recycling website. Plans are underway to redesign the recycling web pages to make them more engaging and user-friendly. ♻️

Cynthia Moore, recycling program coordinator, Shelley Warwick, recycling educator, Eileen Hocker, recycling communications; Lena Arvola, web developer and Vera Swanson, internet manager, are working as a team to review the recycling website's content and accessibility, with a view to meeting various audiences' needs. Some of the newer features planned for the site include an expanded use of visuals and multiple links to help find needed resources. The entire redesign is a long-term project and is expected to last through the end of this year. ♻️

# New Recycling Publications and Outreach Materials

- \* **Basic Composter** - update of the popular "Complete Composter" <http://www.dnr.wi.gov/org/aw/wm/publications/recycle/PUBWA182-05.pdf>
- \* **Recyclables: Too Valuable to Waste** - DVD/VHS (6 minutes) Recycling keeps valuable materials out of Wisconsin landfills . . . creates jobs . . . and helps grow Wisconsin's economy. It's good for *all* of us.
- \* **Wisconsin - Where Recyclables are too Valuable to Waste - Poster**  
(Contact Lindsey Miller for poster and video at [Lindsey.miller@dnr.state.wi.us](mailto:Lindsey.miller@dnr.state.wi.us))
- \* **New DNR Guidance on Managing Waste Electronics** - DNR has posted two new guidance documents related to the sound environmental management of waste electronics, intended for electronic wastes recycling businesses and anyone seeking a recycler for their electronics wastes.

Recommended Best Waste Management Practices for Electronics Waste Recycling Businesses .<http://dnr.wi.gov/org/aw/wm/publications/recycle/wa614-06.pdf>

Checklist for Selecting an Electronics Recycling Service Provider. <http://dnr.wi.gov/org/aw/wm/publications/recycle/wa615-06.pdf>


\* *Coming Soon - Updated Recycling Waste Reduction and Recycling Program, a Summary of Current Laws and Programs.*

For more information check out the DNR website at <http://www.dnr.state.wi.us/org/aw/wm/recycle/index.html>

## UW Extension - Solid and Hazardous Waste Education Center (SHWEC) resources:

SHWEC has a number of fact sheets that can help you improve your program. These include:

- \* **Enforcing Local Recycling and Solid Waste Ordinances** <http://www3.uwm.edu/Dept/shwec/publications/cabinet/recycling/Enforcing%20Local%20Recycling.pdf>
- \* **Home Composting Resources** <http://www3.uwm.edu/Dept/shwec/publications/cabinet/composting/Home%20Composting%20Resources2.pdf>
- \* **Material Recycling Facility Quality Improvement Program** <http://www3.uwm.edu/Dept/shwec/publications/cabinet/pdf/MRF%20QIP%20Brochure.pdf>

For more publications, check out the SHWEC website at <http://www.uwex.edu/shwec/> 



## "Recycling Means Business" Profiles

Here is a partial list of recycling businesses that will be featured in DNR's upcoming recycling businesses publication entitled "Recycling Means Business"

1. Bruce Company, Middleton, WI (Composting/yard waste)
2. Cascade Asset Management, Madison, WI (Computers & other electronics)
3. CBT Wear Parts, Richland Center, WI (Composting/recycling machinery)
4. CRT Processing, Janesville, WI (Computers & other electronics)
5. Faherty Inc., Platteville, WI (C&D waste)
6. Georgia-Pacific, Green Bay, WI (paper recycling)
7. Humane Manufacturing LLC, Baraboo, WI (Rubber)
8. Kohler Company, Kohler, WI (factory byproducts)
9. SCA Tissue, Neenah, WI (paper, manufacturing byproducts)
10. Veridian Homes, Madison, WI (C&D)
11. Wausau Tile, Wausau, WI (Recycled glass)

**There's more to come!**



# Video "Recyclables - Too Valuable To Waste"

## Promotes Wisconsin Recyclers

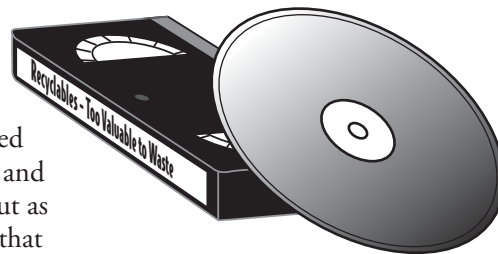
Eileen Hocker, Communication Specialist, DNR

"Recyclables - Too Valuable to Waste", a new 6-minute recycling video, is now available. Its primary message is: recycling keeps valuable materials out of Wisconsin's landfills . . . creates jobs . . . and helps grow Wisconsin's economy. It's good for *all* of us.

The video makes the connection between everyday recycling activities and the economic impact and jobs created by industries using these recovered materials. We wanted to demonstrate this connection in a way that appeals to all kinds of Wisconsin citizens, including people who are driven more by economic concerns than by environmental messages

In making this film, we wanted people to view the paper, bottles and cans they generate not as trash but as products with commodity value that can keep a mill operating somewhere in Wisconsin. We wanted to show this in a way that would convince a local official who wonders why recycling is mandatory everywhere in the state, the business owners who wonder why they have to pay a surcharge, the legislators who field questions from their constituents and the residents who wonder why they separate recyclables from trash. We wanted a message that sticks so that every time you toss a recyclable item into the trash, you automatically think again and put it into the recyclable container.

The video tracks processing of recyclables from the curb into products at two successful recycling businesses in Wisconsin: Georgia-Pacific (paper recycling) in Green Bay, and N.E.W. Plastics (plastics recycling) in Luxemburg. Several employees from both businesses are showcased on camera. Music is the driving feature throughout the video as several aspects of

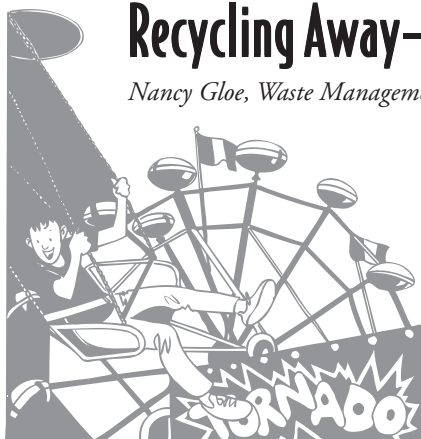


recycling collection, sorting, baling, processing and manufacturing are visually shown.

Copies are available at the cost of production: DVDs for \$10, VHS for \$5. Also available is a free companion recycling poster, "Wisconsin - Where recyclables are too valuable to waste". To order videos and posters, contact Lindsey Miller, Program Assistant for DNR's Waste and Materials Management Program, at 608-266-2111 or email: [Lindsey.R.Miller@dnr.state.wi.us](mailto:Lindsey.R.Miller@dnr.state.wi.us).

The recycling program is currently developing video distribution plans to include all the DNR regional offices and responsible units. Distribution should begin in early summer. We also plan to stream the new recycling video on DNR's public website. IT staff at Department Of Administration are working now to get "MediaSite" technology up and running. Once installed, "Recyclables - Too Valuable to Waste" should be one of the first videos to be posted! ♻️





## Recycling Away-From-Home

Nancy Gloe, Waste Management Specialist, DNR

Wisconsin's recycling program is nationally recognized. The recycling program, which was implemented in 1990, has successfully recovered over 20 million tons of valuable materials and conserved precious landfill space across the State. 94% of Wisconsin households report that they recycle at least some of their trash. Working together we can recycle and conserve even more.

In 2002, DNR hired Cascadia Consulting Group to conduct a waste sort at Wisconsin landfills. Based on their results, it was determined that while Wisconsin residents are doing a good job of recycling at home we are not recycling as well when away from home. Away from home venues include festivals, sporting events, businesses, trade shows, etc., where recycling bins may not be available. Many more aluminum cans, plastic bottles and paper products could be recycled.

Wisconsin residents and consumers are willing to recycle away from home if facilities are available. Evidence of this commitment was demonstrated at the following events and festivals: Harley-Davidson 100<sup>th</sup> Anniversary Celebration, Wisconsin Farm Technology Days, Miller Park (during stadium cleanup), Waukesha and Walworth County Fairs, the 2005 Wisconsin State Fair, Redden Soccer Park in Verona, Irish Fest, River Rhythms and Red Arrow Park in Milwaukee. Recycling bins were provided at these activities.

To encourage and aid event organizers in conducting recycling at their events, the Be SMART Coalition (a coalition of government and non-profit organizations that promotes waste reduction) applied for and received a DNR grant to create an "away-from-home" recycling "tool kit." The tool kit will help event organizers determine, for example, how many recycling bins are needed, and where are the best places to locate the bins. This tool kit will be available on the Internet within the next two years. This is a big step in the right direction. DNR recycling staff are also available to assist those wishing to start up an "away-from-home" recycling program.

Here are some of the DNR publications that might be of interest:

PUBL CE-281 01 (PDF, 250K) -  
Special Events: Recycling and  
Waste Management.

PUBL CE-282 01 (PDF, 196K) -  
Recycling and Waste Reduction  
in the Restaurant Industry

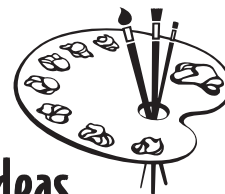
PUBL CE-280 01 (PDF, 150K) -  
Recycling and Waste Reduction  
at Convenience Stores

PUBL CE-279 01 (PDF, 219K) -  
Greening the Lodging Industry

We can make Wisconsin's good recycling program even better. Next time you're away from home and recycling bins can't be found, please ask for them. Then take your recyclables home with you to put in your trusty residential recycling bin. If you're involved in a group which conducts events, encourage them to provide recycling bins. And remind them to purchase recycled content products and to use containers that can be recycled or reused. ♻️

**Remember: Wisconsin Recycles!**

## We'd Like Your Creative Ideas



We are currently exploring ways to improve the recycling program at the state and local levels. Your ideas and suggestions would be very valuable to us. Here are four questions to get you started:

1. How do we encourage more recycling and waste reduction from the residential sector in Wisconsin?
2. How do we encourage more recycling and waste reduction at commercial and industrial facilities and institutions in Wisconsin?
3. What steps or measures could be used to improve the administration of the existing program at the state level?
4. How should the DNR ensure there is consistent compliance with existing programs?

**Please Send Your E-mail Response to Cynthia Moore at:**

[cynthia.moore@dnr.state.wi.us](mailto:cynthia.moore@dnr.state.wi.us)

## What's the Word?



We are interested in developing an identifiable Wisconsin recycling message or theme (a.k.a. a brand). If you have any ideas or examples of effective images, logos etc. you'd like to share, we'd like to hear from you.

**Contact:**

[cynthia.moore@dnr.state.wi.us](mailto:cynthia.moore@dnr.state.wi.us)

**Or mail to:**

Cynthia Moore - Recycling  
Program Coordinator  
PO Box 7921  
Madison, WI 53707-7921

# DNR Regional Recycling Contacts as of June 2006



Here is an updated list of DNR staff contacts for waste reduction and recycling along with the counties for which they are responsible. Please feel free to call with questions or to introduce yourself.

Regional Recycling Contact	Region Address	Counties Served
<b>Marcy McGrath - 920/662-5493</b> e-mail marcy.mcgrath@dnr.state.wi.us fax 920/662-5197	Northeast Region 2984 Shawano Ave. Green Bay, WI 54307-0448	Brown, Calumet, Door, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano, Waupaca
<b>Dave Misterek - 920/424-2104</b> e-mail david.misterek@dnr.state.wi.us fax 920/424-4404	Northeast Region Oshkosh Service Center 625 E. County Rd. Y Suite 700 Oshkosh, WI 54901-9731	Fond du Lac, Green Lake, Marquette, Outagamie, Waushara, Winnebago
<b>Paul Wiegner - 715/839-5171</b> e-mail paul.wiegner@dnr.state.wi.us fax 715/839-6076	West Central Region P.O. Box 4001 1300 Clairemont Ave. Eau Claire, WI 54701	Buffalo, Chippewa, Clark, Crawford, Dunn, Eau Claire, Jackson, Juneau, La Crosse, Monroe, Pepin, Pierce, St. Croix, Trempealeau, Vernon
<b>Deb Pingel - 715/359-4531</b> e-mail deb.pingel@dnr.state.wi.us fax 715/355-5253	West Central Region 5301 Rib Mountain Dr. Wausau, WI 54401	Adams, Marathon, Portage, Wood
<b>Jessica Maloney - 608/275-3298</b> e-mail jessica.maloney@dnr.state.wi.us fax 608/275-3338	South Central Region 3911 Fish Hatchery Road Fitchburg, WI 53711	Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, Lafayette, Richland, Rock, Sauk
<b>Sherry Otto - 715/365-8982</b> e-mail sheryl.otto@dnr.state.wi.us fax 715/365-8932	Northern Region 107 Sutliff Ave Rhineland, WI 54501	Florence, Forest, Iron, Langlade, Lincoln, Oneida, Price, Taylor, Vilas
<b>Bob Germer - 715/635-4060</b> e-mail robert.germer@dnr.state.wi.us fax 715/635-4105	Northern Region 810 W. Maple St Spooner, WI 54801	Ashland, Barron, Bayfield, Burnett, Douglas, Polk, Rusk, Sawyer, Washburn
<b>Liz Spaeth-Werner - 414/263-8677</b> e-mail elizabeth.spaeth-werner@dnr.state.wi.us fax 414/263-8483	Southeast Region 2300 N. Martin Luther King Dr. Milwaukee, WI 53212	Milwaukee - N. half, Ozaukee, Sheboygan, Washington
<b>Nancy Gloe - 414/263-8369</b> e-mail nancy.gloe@dnr.state.wi.us fax 414/263-8483	Southeast Region 2300 N. Martin Luther King Dr. Milwaukee, WI 53212	Kenosha, Milwaukee - S. half, Racine, Walworth, Waukesha



**Department of Natural Resources**  
**Bureau of Waste Management - WA/3**  
**P.O. Box 7921**  
**Madison, WI 53707-7921**  
**Printed on Recycled Paper**

Presorted Standard  
U.S. Postage  
Paid  
Madison, WI  
Permit 906